

To: Heller, Edmund G., Waechter, Liane, 1710 - Pittsburgh ROU, McGovern, M D., Evanchik, A E., Fricke, R H.,  
Petrone, Mike J., Wolfe, Lanny, McHugh, Michael, James, Douglas, Teeter, Gregory, Dejong, Fred, Richards, M,  
Van Sickle, R, Mitchell, Greg, Sirianni, Suzanne M., 1110 - Boston ROU(PROVENL), Reidy, Gerald J.,  
Keeney, David, Smith, Richard A., Gambardella, Mark R., Brown, Greg, Ciesluk, M, Bomgardner, Denny L.,  
1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Kinney, W H., Devine, John C.,  
Gay, R E., Fall, Eric D., 1300 - Philadelphia Region (HAYESJ4), 1310 - Philadelphia ROU (METZG),  
Loftin, Jerry R., Nunn, Stephen J., 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE),  
Dabaghian, Charles N., Fusco, Peter J., Alese, Louann F., Cleardin, Sean, Cobucci, M J., Taylor, William M.,  
Riess, Christian B., Mcallister, George E., McGavin, Nate J., Casey, Robert A., Roth, Kari L., Laberge, David M.,  
Chomko, Daniel, Weber, R L., Bangle, Rich F., Podnieks, David L., Henry, Lulse A., Hart, Joseph G.,  
Green, Herbert K., Wagner, Steve F., Crosby, Judy L.

From: Kuruc, Nick  
Posted: 7/21/98 15:26  
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Subject: Wakefern Warehouse Couponing Program

*mgm*  
*[Signature]*

Attached is information regarding a Program to address the Minimum Pricing Issue in New Jersey.

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July 21, 1998

To: All Retail Divisions With Responsibility For Shop Rite Stores  
(SIS access Primary Supplier # 425769)

Subject: Warehouse Couponing Program

Due to the State Minimum Pricing Issue in New Jersey, we have developed the following action plan:

- Part Time Resources will be used to place on carton coupons in the Wakefern Warehouse beginning the first week of August and continuing through September 30.
- Coupon denominations will be \$2.50 on all styles of Winston and Doral, and \$3.00 on all styles of Salem.
- Stores will automatically receive pre couponed product with their regular order during the Program Period 8/1-9/30.
- Retail Reps in states other than New Jersey should adjust in store couponing accordingly.
- Retail Reps in New Jersey should place POS or have store make signage notifying Shop Rite Customers of this Program.
- Wakefern will notify all stores regarding this Program.

Please call me if you have any questions.

*Nick Kuruc*

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